MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

DCS5138 – MANAGEMENT INFORMATION SYSTEMS

(For Diploma students only)

27 October 2018
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **7 pages.**
2. Answer **ALL** questions in **Section A** on the **OMR sheet.**
3. Answer **ALL** questions in **Section B** in the **Answer Booklet.**

Section A: 40 Multiple Choice Questions (40 marks)
*Instruction: Shade your answers on the **OMR sheet**.*

1) _____ describes the large volume of data that may be analysed to reveal patterns, trends, and associations.
   A. Cloud computing
   B. Big data
   C. Internet of Things
   D. Artificial intelligence

2) _____ is a set of interrelated components that collect, process, store, and distribute information to support decision making in an organisation.
   A. Information system
   B. Electronic commerce
   C. Information technology
   D. Organisational behavior

3) What is an example of information for a chain of supermarkets?
   A. Price of Scotch-Brite Quick Sweeper
   B. Total units of black shoes in a supermarket
   C. Total sales revenue from vacuum cleaner for supermarkets in a specific region
   D. Bar code of each product in a supermarket

4) The average mark of the final exam for the subject 'Management Information Systems' in Trimester 2, 2017/2018 is an example of _____.
   A. processing
   B. feedback
   C. input
   D. information

5) Which dimension of information systems involves structured hierarchy, organisational culture, and politics?
   A. Technology
   B. Organisation
   C. Management
   D. People

6) Lack of employee support and participation is an example of business problem in the _____ dimension.
   A. technology
   B. organisation
   C. management
   D. environment

7) The _____ acquires and transforms raw data during various stages to add value to information.
   A. value web
   B. output stage
   C. business information value chain
   D. feedback stage

Continued...

8) Which stage of the decision making process involves discovering, identifying, and understanding the problems occurring in the organisation?
   A. Intelligence
   B. Design
   C. Choice
   D. Implementation

9) What is the job function of the senior management level in an organisation?
   A. Implements plans and actions
   B. Monitors the daily activities of the firm
   C. Makes long-range strategic decisions
   D. Performs quality check on goods

10) All of the following are analytic functionalities of business intelligence systems **EXCEPT** _____.
   A. forecasts
   B. business strategy
   C. drill-down
   D. dashboards

11) _____ are examples of business intelligence production reports for the marketing department.
   A. Employee productivity, compensation, and retention
   B. Accounts receivable and payable, cash flow, and profitability
   C. Campaign effectiveness, loyalty, and attrition
   D. Sales forecast, sales team performance, and sales cycle times

12) _____ tie location data to points, lines, and areas on a map that help decision makers to visualize the geographic distribution of people and other resources
   A. Smart cities
   B. Decision support systems
   C. Geographic information systems
   D. Big data analytics

13) _____ can be used to determine where to open new stores based on current buying patterns of potential customers in an area.
   A. Scorecard
   B. Location analytics
   C. Historical data
   D. Predictive analytics

14) 'Skype for Business' is an example of _____.
   A. transaction processing system
   B. knowledge work system
   C. management information system
   D. group decision support system

Continued...

15) Knowing how to make the most efficient and cheapest air conditioner in an electrical appliances firm is an example of _____.
   A. data
   B. knowledge
   C. information
   D. wisdom

16) What is the role of a Chief Knowledge Officer (CKO)?
   A. Ensure that the company profits from the effective use of knowledge resources
   B. Responsible for managing intellectual capital
   C. Foster innovation
   D. All of the above

17) In knowledge management, _____ are tools for discovering patterns and applying knowledge to discrete decisions.
   A. intelligent techniques
   B. digital asset management systems
   C. enterprise content management systems
   D. data warehouses

18) Which of the following systems organise, store, and retrieve rich media such as photos, music, and videos?
   A. Virtual reality systems
   B. Learning management systems
   C. Digital asset management systems
   D. Computer aided design (CAD) systems

19) What is the role of learning management systems?
   A. Store a wide variety of information types and making it available throughout the enterprise
   B. Enable employees to find appropriate expert in the company
   C. Enable companies to track and manage employee learning
   D. Help knowledge workers in discovering and creating new knowledge

20) Shopbots and chatbots are examples of _____.
   A. intelligent agents
   B. expert systems
   C. neural networks
   D. fuzzy logic systems

21) Which of the following is **TRUE** about economic impacts of IT?
   A. IT does not affect the cost and quality of information
   B. IT helps firms contract in size because it can reduce transaction costs
   C. IT does not change relative costs of capital and the costs of information
   D. IT increases the costs of participating in markets

Continued...

22) How does IT flatten organisations?
A. IT adds more layers of management
B. IT decreases span of control
C. More managers are needed
D. Decision making is pushed to lower levels of management

23) Which of the following is a factor that influences organisational resistance to information system innovations?
A. Organisational structure
B. Job tasks
C. Organisational culture
D. All of the above

24) Which of the following industries has a low barrier to entry?
A. E-commerce
B. Bank
C. Energy
D. Airline

25) Which of the following is a support activity of a firm in the value chain model?
A. Sales and marketing
B. Operations
C. Logistics
D. Technology

26) What is the Internet's impact on competitive advantage?
A. Universal standards disallow new entrants to market
B. New opportunities for building brands
C. Diminish competitive forces
D. Decreases the bargaining power of customers

27) All of the following are systems for business intelligence **EXCEPT** _____.
A. office support systems
B. decision support systems
C. executive support systems
D. management information systems

28) How does IT improve business processes?
A. Automating steps that were manual
B. Replacing sequential steps with parallel steps
C. Eliminating delays in decision making
D. All of the above

29) 'Gdex Express' package tracking system is an example of _____.
A. transaction processing system
B. executive support system
C. knowledge management system
D. decision support system

Continued...

30) All of the following are areas of customer relationship management (CRM) systems **EXCEPT** _____.
A. sales
B. marketing
C. production
D. customer service

31) What is the role of a supply chain management (SCM) system?
A. Identify, attract, and retain most profitable customers
B. Share information about orders, production, inventory levels, delivery of products and services
C. Support processes for capturing and applying knowledge and expertise
D. Collect data from different firm functions and store data in single central data repository

32) _____ are company websites accessible externally only to vendors and suppliers.
A. Intranets
B. Enterprise business social network
C. Extranets
D. Entrepreneur network

33) The information system department is often led by the _____.
A. chief information officer (CIO)
B. programmer
C. system analyst
D. database administrator

34) Which of the following describes business process redesign?
A. Developing information systems to help employees perform their tasks more efficiently and effectively
B. Change nature of organization and business model
C. Reorganize workflow, combine steps, and eliminate repetition
D. Streamline standard operating procedures

35) What is the first step in business process management?
A. Implementing the new process
B. Designing the new process
C. Analyzing existing processes
D. Identifying processes for change

36) A _____ determines whether an information system solution is achievable from a financial, technical, and organisational standpoint.
A. feasibility study
B. test plan
C. requirements analysis
D. systems proposal report

Continued...

37) What is the purpose of acceptance testing in the systems development process?
   A. To test each program in the system separately
   B. To ensure the system is ready to be used in production setting
   C. To test functioning of the system as a whole
   D. To prepare a series of test plans

38) In system conversion stage, how does the direct cutover strategy work?
   A. Both the old and new system run together
   B. The new system replaces the old one entirely
   C. The new system is introduced to a single department first
   D. The new system is introduced in stages, either by functions or organisational units

39) Which stage of the systems development process deals with system review to determine if revisions are needed?
   A. Design
   B. Analysis
   C. Testing
   D. Production and maintenance

40) All of the following are advantages of software prototyping **EXCEPT** _____.
   A. Well-suited for end-user interface design
   B. More likely to fulfill end-user requirements
   C. Decrease development cost and time
   D. Undergo full testing or documentation

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Section B: 4 Structured Questions (60 marks)
*Instruction: Write your answers in the **Answer Booklet**.*

Question 1

a) Describe the **THREE** activities involved in the 'Quiz' function of the Multimedia Learning System (MMLS).

(6 marks)

b) Discuss **THREE** strategic business objectives of information systems.

(9 marks)

[TOTAL 15 MARKS]

Question 2

a) Describe the **THREE** types of decisions made at the different management levels within an organisation. What are the systems that support the decisions made at each level?

(9 marks)

b) Explain the **FOUR** stages of the knowledge value chain and **TWO** types of knowledge management systems.

(6 marks)

[TOTAL 15 MARKS]

Question 3

a) Briefly describe **FIVE** business processes in the Human Resources Department.

(5 marks)

b) Discuss Porter's **FIVE** competitive forces with regard to the smartphone industry.

(10 marks)

[TOTAL 15 MARKS]

Question 4

a) Describe **THREE** differences between a transaction processing system (TPS) and a management information system (MIS).

(6 marks)

b) Briefly describe **THREE** activities in the systems analysis, systems design, and programming stage of the systems development process.

(9 marks)

[TOTAL 15 MARKS]

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